EXHIBIT 85
Subject: FW: DR press mentioning
From: Joshua Abram <josh@direct-revenue.com>
Date: Wed, 04 May 2005 12:12:40 -0400
To: Adi Oriely <adi@schonert.net>

Sorry,
This got moved before.

J

------ Forwarded Message
From: Joshua Abram <josh@direct-revenue.com>
Date: Wed, 04 May 2005 11:04:27 -0400
To: Adi Oriely <adi@schonert.net>, Drew Drucker
<drucker@direct-revenue.com>
Subject: FW: DR press mentioning

Guys,

Wanted to catch up with you regarding recent legal activity in the States.
As you know, the New York Attorney General filed suit against Internax, a
dropper hijacker. Not a bad thing for us.

Ultimately, I think Splinter will settle with Internax and try to establish
industry-wide standards. Also a good thing.

In case you did not see it, below is my note to staff last week about the
case.
Below that is Dan Donen’s reporting from CNET’s Anti-spam conference in
California yesterday. It sounds like Claris got nailed. We did fine.

There will be bumps in the road but I know that we are moving in the right
direction towards consumer transparency.

1. All new distribution is now branded.

2. The whole beacon will be branded by the end of May.

3. We will also appear in Mac Add remove by June.

We continue to race towards our Reverso merger in June.

Stay tuned. Call me if you have any questions.

Best,

Joshua

Everyone-

Many of you have heard about Attorney General’s action against
Internax which became public yesterday.

Our view is that this action is a welcome and important opportunity to
draw a bright line between purveyors of spam and legitimate, behavioral
marketing companies like Direct Revenue. For the same reasons we
endorsed in 1997 last fall, we welcome Mr. Spitzer’s action because it helps
to offlne the way that companies such as ours should behave.

6/23/05 8:39 PM
DR028199
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A bit of background: The Attorney General’s suit charges that Internix ‘deceptively and surreptitiously’ spread their browser blocking program onto the computers of unsuspecting users. The complaint also alleges that Internix made inaccurate disclosures about what its software actually did. Finally, Internix is cited for providing no working uninstall mechanism, like our own MyPCHeal (which, it’s worth noting, is used daily by more than 5,000 consumers to effectively remove its software).

All of us at Direct Revenue are opposed to the kind of practices used by Internix. This kind of behavior destroys our industry and calls into question the ethics of all online advertising companies.

Regulation is coming to our industry; that’s a good thing. It will make the right of the road clear to one and all. And, it will help advertisers and consumer alike to distinguish between those companies who intend to mislead and those, like Direct Revenue and some of our direct competitors, who provide a legitimate and important online advertising service.

Please don’t hesitate to speak with me directly if you would like to discuss this further.

Best,
Joshua
Joshua Abrams
CEO
Direct Revenue
107 Grand Street
3rd Floor
New York, NY 10013
646.442.1211

----- Forwarded Message
From: Daniel Demas <daniel@direct-revenue.com>
Date: Mon, 4 May 2008 00:43:09 -0700
To: Marius Stampeah <marius@direct-revenue.com>
Cc: joshua@direct-revenue.com, Abram Joshua <joshua@direct-revenue.com>, Muryzy Alan <alan@direct-revenue.com>, Daniel pashnak <daniel@direct-revenue.com>

Subject: RE: DR press mentioning

We came out WAY ahead of everyone else at this conference. Claudia was caught in a lie, and 180 was caught in some dicy stuff with sandpit and CEN that they were tongue tied to answer to.

The short answer is that much of what we have said that we will do is the next 30 days is a good thing and adds to transparency to the user - but also addresses issues raised by the internix suit e.g., Branding, Add / remove a ddr e by own self.

We still have a need to establish a fair exchange of value with the software that we would like, but we are MUCH better off than Claudia and 180 who were made to look silly today. That said, Daisenmay have some awful options to show about our antics, but privately the lawyers from the AG and FTC told me that they do consider him to be a

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623/565 8:20 PM
DR028200
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fanatic and that their focus is on effective commerce rather than no
commerce. If anything their concern is with the bad players in commerce who can be addressed by targeting advertisers.

We cut our ties with CBB some time ago, and that won us a lot of good
favor. We can our ties to mindset as early as we could and the same
applied, more than anything, we need to distinguish ourselves from
claria and 180.

It’s hard to assess the reaction to Wham and Bill Day. The common
agreement appears to be that he is a bit hard. Interestingly, he is spotting
time like frequency; capping and impression capping that we had talked
about when we were copying him. The only thing that he has done
differently is cut off all of their distribution outside of internally
generated sources—which is a tactic yet to be measured.

For those who did not see the other emails about the conference, claria
was caught in a lie about ActiveX. 180 was raised as an example of bad
practices. The really bad players on was able to say we bad stopped
working with 180. Mindset; and no particular radar was focused on on
with the single exception that I had asked if we would not cut
distributor crawler available to our competitors. I answer that
question with a resounding yes followed by "hamazon - hamazon - hamazon"

--dan

On May 3, 2009, at 4:54 AM, Matthias groppel wrote:

pg=04/05/2009/20090503/12h68028265045192&h=64465632454581

The article argues that Spitzer will not stop at InterNap but also
Claria/180/DR, the Yahoo’s and the paid search networks including
Yahoo/Overture.

"As for FindWhat.com, Tom Wilde, senior vice president of privacy
traffic acquisition said that the company currently has a distribution
agreement with Direct Revenue, but the revenue is "well under half a
percent of total revenue." Direct Revenue’s software monitors a user’s
activity and serves up ads related to that activity, according to
Engadget. I asked Wilde why FindWhat.com even uses Direct Revenue if
the company already uses crappy, and I asked that FindWhat is not distributing through InterNap, Gator or
180Bolina.com."

-------- End of Forwarded Message

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